

## ADVERTISING RATE CARD 2024

### Franchise Buyer's Guide Advertising

Print + Digital

AD SIZE	1x	2x	ONLINE ENHANCEMENTS
Full page premium (Inside front or inside back cover or back cover)	\$4,500	\$4,050	Hot linked ad in interactive online edition
Full page	\$4,000	\$3,600	Hot linked ad in interactive online edition
Half page	\$2,500	\$2,250	Hot linked ad in interactive online edition
Third page	\$2,000	\$1,800	Hot linked ad in interactive online edition
Marketplace Listing	\$825		Hot linked ad in interactive online edition

### Digital Advertising

AD TYPE	3 months (Cost/Qtr)	6 months (Cost/Qtr)	Full Year (Cost/Qtr)
Run of site Rectangle, inline; 4 brands/qtr	\$5,500	\$5,225	\$4,950
Run-of-site Square, top of page; 4 brands/qtr	\$5,000	\$4,750	\$4,500

### Featured Franchisee Profiles

Print + Digital

PROFILE TYPE	1x	2x	ONLINE ENHANCEMENTS
Franchisee Q&A Premium Includes full-page print	\$5,500	\$4,950	Online profile; cover mention on guide and inclusion in online edition
Franchisee Q&A Standard Includes 1/3 page print	\$4,000	\$3,600	Online profile and inclusion in online edition

**Email *NEW FOR 2024!***

Dedicated Email  
Client provides creative, subject  
to approval by FBR

\$3,500 (1 available per month; limited to 2 per brand/year)

**Content Marketing**

FBR authored and edited blog, 1,200-1,500 words. Posted on our site and distributed through FBR’s email and social channels, premium placement on FBR homepage.

2x/year

\$5,500/article (\$11,000/year)

3x/year (3 part series) MOST POPULAR!

\$4,950/article (\$14,850/year)

4x/year

\$4,400/article (\$17,600/year)

Listicle  
(Monthly articles highlighting a limited number  
of franchises in special interest categories)

\$500 (Limited to 5 brands per month)

**Data and Insights**

Data Highlights Report

\$1,000

Franchisee Insights Webinar

\$5,000

Custom Video

\$5,500

**FOR CUSTOM ADVERTISING OPTIONS:**

Contact Nicole Dudley at [nicole@franchisebusinessreview.com](mailto:nicole@franchisebusinessreview.com) or contact your Client Consultant.

## TRADITIONAL AD SPECIFICATIONS // *All dimensions below are shown in inches, width by height*

### DIMENSIONS

Full page	8.5 x 11 (8.75 x 11.25 w/ bleed)
Half page	7.5 x 4.625
Third page square	4.96 x 4.625
Third page vertical	2.42 x 9.48
Marketplace Listing/ Logo Upgrade	Logo plus 100-120 word description (may be edited for space and/or clarity) Logo must be high resolution (300 dpi) .eps, .tif or .jpg

#### PAGE TRIM SIZE: 8.5w x 11h

Full page with full bleed: 8.75 x 11.25

#### SAFETY:

All type and graphics NOT intended to trim should be positioned 0.25" in from trim size

\*NOTE: These options are available on a first come, first served basis---  
Only 2 companies per report

## FILE & DELIVERY SPECIFICATIONS

### REQUIREMENTS:

File Format: Adobe PDF files version 6.0 or higher with fonts embedded.

Resolution: High resolution (300 dpi) at actual printed size. Images from websites (screen resolution) are not accepted.

Color Mode: CMYK only (no Pantone or other spot colors.) We are not responsible for any color shifts during the conversion process if files are submitted differently.

Proofs: Full color, 100% size, indicating bleed and proper placement should be provided. Advertiser accepts responsibility for any printing errors resulting from not providing proof.

Note: Any files that do not exactly match ad dimensions as above will be floated, resized and/or bordered at the editor's discretion.

### REQUIREMENTS:

Include your name, contact info, ad size, preferred placement (if applicable) and report insertion for each submission.

Email: For files under 10MB, compress (zip or stuff) and email to Maria Harmon at: [maria@franchisebusinessreview.com](mailto:maria@franchisebusinessreview.com). Please contact Maria to coordinate the transfer of larger files.

### AD PRODUCTION:

We encourage you to provide an ad of your own design but can assist with design, if necessary.

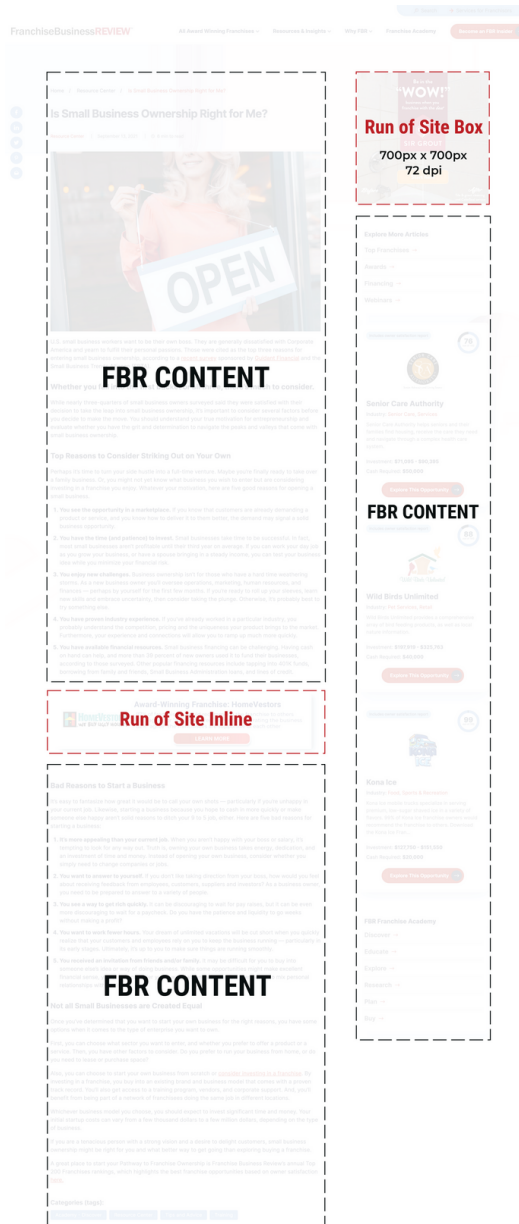
Contact your Client Consultant for information.

### PRODUCTION QUESTIONS:

Production questions should be sent to Maria Harmon at [maria@franchisebusinessreview.com](mailto:maria@franchisebusinessreview.com) or contact your Client Consultant.

ONLINE AD SPECIFICATIONS // Dimension below are shown in pixels, width by height

AD TYPE	SPECS	FILE TYPE
In-line	Created by FBR	Created by FBR
Box	700px x 700px, 72 dpi	.jpg, .png, .gif (animation ok)



PRODUCTION QUESTIONS:

Production questions should be sent to Maria Harmon at maria@franchisebusinessreview.com or contact your Client Consultant.